



## “IF I WERE YOU...”

Mid April

OTA TEAM:

This is the time of year when territories begin to flush out different timelines and schedules based on the local factors that can present challenges to operations. This includes when elementary schools in the area end their school year and kickoff summer. This includes workforce dynamics based on colleges and when those students who are also instructors have exams, leave for the summer (or return for the summer as it relates to preparing for summer camp). Now that May is just around the corner – *if I were you...*

### **House Keeping:**

- I would make a list of everyone I should thank for assisting and supporting OTA during the course of the school year (Principals, Coordinators, Directors, Staff, ‘Friends of the Program”, etc.)

### **Programming Review:**

- I would confirm the remaining dates for each spring program.
- I would confirm the remaining schedule for each instructor.

### **Staff Management:**

- I would schedule group conference calls or ZOOM Sessions with my instructors to focus on finishing the session with high energy.
- I would include (for these staff meetings) some games and activities suggestions based on any trends that I have seen throughout the winter and spring while evaluating classes.
- I would make sure I knew if any instructor was leaving the area and when (for summer break).

### **Brand Support – Sales/Retention/Marketing:**

- I would touch base with each school coordinator to inquire about whether OTA can be a part of an end of year “Field Day” or “School Picnic” or “Class Party”.
- I would make sure I have identified all rentable athletic spaces in my territory (Schools, Parks and Rec, Churches, Private Sports Facilities, Community Centers, Neighborhood Associations, etc.)

### **Research and Projects – Investigations:**

- I would be sure to go over “Camp Agreement Forms” (Spreadsheets) for each camp site to be sure all information is filled in.
- I would start to review “Camp (Director) Checklists” (Spreadsheets) to identify needs as it relates to gear, equipment, safety supplies, and paperwork.

Thanks, **OTA**